

Trial Order Management

Making More Money

TRIAL ORDER MANAGEMENT



Contents

CPA EXPLAINED	4
THE HIGH VALUE MARKETING OFFER	4
THE SHIPPING AND HANDLING FEE.....	5
RECURRING MONTHLY INCOME	6
THE PAIRED BACK-END OFFERS	8
SETTING UP	10
A SAMPLE CD FRONT-END OFFER	13
A SAMPLE DVD FRONT-END OFFER	14
A SAMPLE TEXT-BASED VIRTUAL PRODUCT FRONT-END OFFER	16
A SAMPLE TEXT-BASED HARD COPY FRONT-END OFFER	18
A SAMPLE NEWSLETTER FRONT-END OFFER.....	19
A SAMPLE COACHING FRONT-END OFFER.....	20
DIRT CHEAP SETUP OPTIONS.....	22
LOCATING QUALITY PLR ON THE WEB.....	23
INCREASING THE VALUE OF YOUR PLR.....	25
SOME PLR WARNINGS.....	27
REGULAR PAYCHECKS.....	28
BACK-END RECURRING OFFERS	28
<i>CASE STUDY #1 BACK-END OFFER</i>	<i>28</i>
<i>CASE STUDY #2 BACK-END OFFER</i>	<i>29</i>
<i>CASE STUDY #3 BACK-END OFFER</i>	<i>29</i>
<i>CASE STUDY #4 BACK-END OFFER</i>	<i>30</i>
<i>CASE STUDY #5 BACK-END OFFER</i>	<i>30</i>
<i>CASE STUDY #6 BACK-END OFFER</i>	<i>30</i>
<i>CASE STUDY # 7 BACK-END OFFER</i>	<i>30</i>
MAXIMIZING REVENUE.....	32
WHAT DOES IT MEAN TO BE A ONE-TIME OFFER?.....	32
WHERE CAN I USE THIS STRATEGY?	33
WAYS TO EMPHASIZE THE LIMITED OFFER	34
THE CLOSE	36
STRATEGIES PRIOR TO CLOSING DOORS	37
USING THE PSYCHOLOGY OF SCARCITY.....	38
THE GRAND FINALE.....	39
MANAGEMENT	41
REASONS YOU WANT MULTIPLE ENROLLMENTS TOO	41
REWARDING LOYALTY	42
ALL ABOUT TRAFFIC.....	44
DEMOGRAPHICS OF YOUR TRAFFIC	44
VISIT PLACES THESE PEOPLE VISIT	45
ATTRACTING TARGETED SEARCH ENGINE TRAFFIC	46
<i>THE GOOGLE KEYWORD TOOL</i>	<i>47</i>

CPA EXPLAINED

The High Value Marketing Offer

If you notice, many of these offers aren't just a single product; they are a packet of products! And, the actual value of each product in the pack is very clearly stated so that the customer understands that this is really a high-dollar value offer, as well as a huge bargain! Some packages can have a real value of a couple hundred dollars or more, but when it comes time to buy, the customer is made aware that they really only have to pay a shipping and handling fee!

The point is that the perceived value of your product should be very high! It should be an offer that's very difficult to say "no" to. Even though the material that may be delivered to the house may be only a \$3 CD, the product value can have a much higher-perceived value due to what information is being sent out to the customer. If they think it's something that will help them make money or is difficult to get anywhere else, your product will have a very high-perceived value.

You can see some nice examples of this type of temptation being offered to the customer by the large dollar values being crossed out; at times, even the total estimated cost of the pack is crossed out. That's one way to be very specific about the perceived value of the product and to set that number in the mind of your customer. Their actual cost, it is later explained, is actually just the cost to ship the product to their home! How can anyone refuse that type of

offer if they even have the smallest amount of interest in the subject being sold?

The Shipping And Handling Fee

So, why not offer the product completely free if the sale isn't made on the front-end? Well, for one thing, you gain the customer's credit card number when they have to pay a shipping and handling fee. This can later be used to generate recurring income because each offer packages some other product or service that is providing recurring income on a monthly basis, such as a free trial, along with all of the other products.

The agreement is that the free trial will automatically be extended into a paid subscription if the service is not canceled within a specific period of days. In some cases, it may be a subscription for products that are shipped automatically and charged automatically to the credit card.

The agreement might be that the credit card will be charged unless the products are shipped back within a specific period of time. Either way, without the credit card, the monthly recurring charge won't happen if the customer has a set of free products and is being requested to offer the credit card number for a new subscription later. It's harder for a customer to cancel a subscription that takes him/her reading the fine print of a contract to know he/she has it, as well as learning how to cancel the subscription, than it is for him/her to say "no" to the subscription offer if it is offered separately later. If you didn't get the credit card number originally through the shipping and handling fee, you'll

have far fewer people willing to pull it out for a brand new subscription. So, it's important that the customer pay for shipping and handling if only to get his/her credit card number so you can keep charging him/her for a monthly subscription.

Another reason is that you don't want to lose out on the cost of shipping and handling or on producing the set that you're sending. It may appear that you are giving away things for free, but informational products are relatively cheap to produce. The actual materials cost is low; what people are perceiving to have high value is the information on them. So, you may even make money, depending on how you've structured the shipping and handling fee.

If you are sending out a CD, for instance, it may only cost \$3 to manufacture and a few more dollars to ship. If you're saying the shipping and handling fee is \$9.95 to anywhere in the world and your product is in English, odds are most of your sales will be in the United States. So, you can make money on those CDs, even if the profit from each is only a dollar or so. At worst, you will cover the cost of manufacturing and shipping the products out.

Recurring Monthly Income

The key to generating a recurring monthly income is the subscription service. Whether you are giving away a free trial to a membership site on a monthly subscription or a set of products that are sent out monthly on a subscription service, you have to let the customer know that they are being signed up for a free trial with the payment of the shipping and handling fee for the free offer. That subscription will automatically be charged to their credit card

if they don't cancel the services or do some action within a specific period of time, usually a period of 21 to 30 days. This gets them enrolled in your subscription service right off the bat without having to ask for a credit card again later. And, the nice part about it is that it creates a large amount of recurring monthly income for you.

So, what's so great about recurring monthly income? Well, for one thing, most people are generally lazy and won't bother to cancel a subscription until long after they've stopped using it. The lower the subscription cost, the more they will not want to bother removing it. That's great news for you because a monthly fee is a great way to build up residual income. It may not be a whole lot per person, but once you have hundreds of people signed up for that monthly subscription, even if it's only at \$20 each, you can have upwards of \$2000 or more coming in for doing practically nothing. You just make sure the products and services you offered for that subscription fee are available.

Now, there will be some people motivated enough to drop out of your program, even if it's for a low monthly fee. So, you will have to constantly increase your member count or have offers to sign up others to keep your recurring monthly income high. The good news is that people will drop out slowly. The first month, most people will have forgotten they signed up for your subscription. If they check their credit card statements, they might find it, and after the second month, consider dropping out. Either way, you will see people dropping out of the program slowly, not at a big drop initially. This means that if you sell 500 subscriptions at \$20 a month each, you can pretty much be assured of about \$10,000 your first month, or thereabouts!

The Paired Back-End Offers

Each front-end offer is paired to a back-end offer that is another opportunity to up-sell or cross-sell your membership. Even after people have enrolled, you can continue to use that membership enrollment to market other products and services that are not included in the base membership price. This can be done in a variety of ways using the different formats that you will use, like newsletters, product shipments, and so on.

Take, for instance, that maybe your back-end offer is a monthly subscription to a newsletter. Within the pages of that newsletter, you can advertise all the different products and services that don't come as part of the membership to your club. You can offer discounts for members that will give them an incentive to buy as well. Newsletters are an excellent medium for delivering news on new products, events, and press releases. Don't forget to include great information along with the marketing material; otherwise, your customers will view it as a marketing flyer. You want to keep the flavor of the newsletter as something valuable that they will want to read, not as an annoying thing they put up with to get the front-end offer. Make both the back-end and front-end offers high in quality and in value to your customers.

Another way you can use the back-end offers to complement your front-end offers for more promotional opportunities are through customizing the back-end offer to give out free samples of new products and services on a regular basis to tempt customers to buy more. For instance, say you set up a back-end enrollment to a

beauty club where members are promised a shipment of a particular product once a month at a very low price. Include in the shipment samples of other products you are about to launch and give a pre-launch discount for a bulk order. Samples in beauty are some of the most effective methods to get people to buy more and that's why you see organizations like Avon and Mary Kaye giving them away.

Think how much happier your members are going to be knowing that they got a bunch of freebies on the front-end and appear to be getting freebies on the back end too? They'll be deliriously satisfied! They will probably even refer their friends if you ask them to. Meanwhile, those freebies aren't that free as you are setting the stage for the sales of your next products.

SETTING UP

The nice thing about front-end marketing is that you can structure it around multiple types of products. It doesn't have to all be about ebooks. It can be a CD or DVD club, manuals, newsletters, and even coaching. Many of these products and services make ideal items to put in your front-end offer. If you are more in tune with setting up short videos, you can do that too and make that the hallmark type of product you offer in your front-end.

All of the different types of products will appeal to different demographics. It's not just the content that determines the audience that is attracted, but also the format. People who gravitate to YouTube, for instance, will be more visually oriented. They want products that talk to them in video format. So, you can advertise an ebook, but you might have better luck with DVDs or coaching videos on YouTube. There are going to be different people interested in your offers depending on what format you choose.

So, why not choose to make several different front-end offers with a similar topic and get more bang for your buck? Or you can add different formats within one package to try to appeal to a wider audience. For now, let's go over each of the different product forms in our case studies and you can decide what might work best for the audience you are trying to reach.

CDs

These are very easy to record at home using a personal computer and they can hold ebooks and audio files. You don't need too much specialized equipment to do it either. You can even put PLR software on it in executable format on CDs and ship that as your front-end offer.

DVDs

These need a bit more equipment, like a camera (although you can use your web cam to record videos). You will have to know the various formats available for DVD like AVI. Different formats will have different equipment necessary to get good video quality. However, a video is an impressive way to reach your customers and many people enjoy tossing one into their DVD players and watching them.

Text-based Virtual Products

This includes ebooks, special reports, and articles. These are the easiest type of product to use in your front-end because you deliver them either on CD or over the Internet at minimal cost to you. In addition, you can use Microsoft Word to create them and convert them to PDF format when you are ready to distribute them, provided they are not PLR products.

Text-based Hard Copies

These can be transcripts of the videos or audio segments you send. They can be print-on-demand books or short manuals. As in one of our case studies, it can even just be a single page with a mind map on it that you're mailing through the US postal service in hard copy format.

Newsletters

These front-end offers can be virtual or hard copy. The point is that they are monthly subscriptions that allow you to connect with your customers to market different products or offers, while also providing valuable information to your client base. It can take some work to produce a high quality newsletter every month because it includes graphics, links, promotions, and more. However, there are companies that are willing to do it for you, for a price. You can just include the price to create the newsletter in your monthly subscription price to recover these costs.

Coaching

This format can be done in several ways. You can offer personal sessions with experts in a particular field. You can offer teleseminars delivered over the Internet as part of a membership. You can even send some interviews on audio CDs, along with transcripts, with coaching sessions on them and examples from noted experts. Some people even use special call-in days where they serve people for a short period of time on a first-come/first-served basis. So, getting this benefit doesn't necessarily mean they'll get through, but they do have the opportunity to connect, so to speak.

Let's go over each of these as they might be structured within an offer, paying particular attention to our previous case studies.

A Sample CD Front-End Offer

Like in our Case Study #2, you can offer to send out a CD with some specific information, an ebook, or even some audio transcripts. Whatever you choose, you will want to pair it with some bonus offers to raise the perceived value of your front-end offer. In Case Study #2, the bonus offer was a print book and a fold-out template.

Whatever you choose to promote on the front-end, it should be related to what you are selling on the back end. The reason for that is that if someone is willing to pay even \$1 for information that they feel is relevant to them or valuable to them, then they are willing to pay more for more of the same. So, always link the front-end to the back-end offer.

For instance, say you are selling a CD on tips to improve your memory. Well, the back-end should be similarly related to your niche and topic. The back-end might consist of software puzzles and games that can be used to stimulate memory and be fun too. You could be selling organizational tools for people who have poor memory or need reminders. They could be day-timers, calendars, even refrigerator magnets. It really doesn't matter, as long as they are using the same niche. You can even sell a personal shopping service for special dates like birthdays and anniversaries that they are likely to forget. So, it doesn't matter if you are not trying to sell

Internet marketing strategies, like our examples show; the same concepts apply to any business. You just have to rebrand it and be creative!

However, most of the recurring element will be in the form of a membership. As a result, if you were selling personal shopping services year-round, you would have to break it down into a monthly fee that they get charged every month, whether a special occasion happens or not. Then, you would need to include other features that can keep them coming back, like forums and discussion groups, that get them motivated to be a part of an online community.

A Sample DVD Front-End Offer

Case study #1 and case study #5 offered DVD front-end offers. In Case study #1, you are just offered a video that will uncover some basic secrets people need to know to be Internet successes. In case study #5, they offer videos that can be used as PLR to create the basis of the online business someone wants to launch.

Here, you see a combination of formats too. DVDs are generally perceived to have a higher value than a newsletter, so that's the front-end offer that is given away FREE. However, the back-end offer is a membership to a monthly newsletter in case study #1, allowing the marketer to not only collect recurring income, but to continuously market to those people who signed up for the FREE DVD. It doesn't matter that the back-end is in a different format as long as the niche is the same, which it is.

In case study #5, the whole point is not only to produce an astounding front-end offer, but also to get people hooked on this product so that they will continue the membership for several years, receiving similar DVD PLR products. So, the front-end DVD is also a trial for the back-end offer and is a way to get people used to having PLR available to them and to get them hooked.

Either way, you can use this strategy too. If you aren't too interested in continuously providing DVDs, just start with some on the front-end and change the format for the back-end to something that is easier for you to produce. You can even have the front-end produced for you and use it to lead people into your back-end services. It also makes a great way to introduce yourself to your customers on a more personal face-to-face basis and get them more familiar with who you are and what you offer.

So, say you are trying to be perceived as an expert in cosmetics and you want to convince people that using your cosmetics will make them look years younger. Maybe, like Mary Kaye, you've used your own cosmetics and you're a natural beauty. Well, capitalize on that by creating a video where people can imagine themselves using your products on a monthly basis and looking as good as you do. The front-end offer would be a DVD with testimonials and various cosmetic problems solved by the use of your products. You can even sell the benefits of looking younger or curing problems like acne or dry skin. Whatever it is that you intend to sell on the back-end, that's what you should target on the front end. Then, as part of the bonus offers, which might include an ebook on the "7 Easy Steps To Look Younger Now!" or something that uses the psychological triggers we've outlined, you can also

enroll them in a club that mails out cosmetic products on a monthly basis until the subscription is canceled. They will have to return the product to not be charged.

Remember that you will be charging a shipping and handling fee for the DVD so that you can get their credit card number. You want to make the front-end a high-value offer without costing you too much. If sending cosmetic samples appeals to you and makes it appear like a good offer, add that. If you don't want to do that because of costs, choose something different that is more informational. However, product samples usually sell cosmetics very well and can be a way to hook people onto your product and club membership.

Try to make it a limited-time offer at least, if not a limiting offer. That way, your special price won't be available forever and people will jump at the chance of getting free products.

A Sample Text-Based Virtual Product Front-End Offer

Case study #6 offers the most text-based virtual products in the form of PLR content that can be rebranded and resold. To make the value appear to be high, the sheer volume of what's given away in the front-end is impressive. They are giving away an ebook, articles, coaching manuals, guides, and more content. It's like a huge dump of online content on various different topics. The back-end is a subscription to the membership to get even more PLR content on a monthly basis.

So, this is an example where it's solely text-based virtual products being offered. There is no change in format and the back-end is very similar to the front-end. However, the fact that people can take that content and tweak it to make their own websites and online businesses is what makes it extremely valuable to this particular audience of Internet entrepreneurs.

So, you'll want to pick an audience that loves these types of virtual information products if you choose to use this strategy. Or, if you have experience in a particular area, you can use that niche to create PLR for others to buy from you and create websites with your content.

In this way, you might create content devoted to high-paying niches, like health issues such as cancer. Say you are someone who works in the medical field and you can write about diseases or how to provide alternative care for specific diseases. Or maybe, you just have an interest in this and are willing to pay other people to write PLR content on this topic. You create your website, use the limited-time and limiting offer, just as Jeremy uses it, and sell that PLR to private doctor practices, alternative health care therapists, and health-and-wellness product marketers who need content to put on their websites, in article directories, and anywhere they want advertising.

You give them free content on the front-end and continue to provide the same service on the back-end as they will continuously need to have quality content to keep their sites updated. In this example, you will need to identify and target people who will want this content, drive them to your PLR website, and convince them to

stop wasting their valuable time writing for a personal or business site when they can get it for pennies-on-the-dollar from you.

A Sample Text-Based Hard Copy Front-End Offer

Case study #2 offers a simple mind map hard copy to the people who sign up for this offer, but the value is said to be upwards of \$15,000. He also adds books and other formatted material to bring the volume of the offer up in the customer's mind.

There are people who prefer reading books in paper format rather than online. And, maybe your business model works best with the printed material if you are promoting more printed material in the back-end. In that case, the first piece of text-based hard copy can work like a free sample that gets people involved by holding something physical in their hands. If it is high quality, it will also leave a favorable impression in their minds.

This works well for study tools that people may want to mark up and keep around. So, if you are selling manuals and guides, it can be an excellent way to sell them online. You can offer posters, fold-out maps, and even brief manuals that will wet the customer's appetite and be the teaser for more in-depth and meaty materials to come. If you are selling photographic books, this can also be a good way to make people feel proud of owning something that is limited in quantity and is beautiful too. So, it's not all about the written word, but about holding something in their hands that they can mark up, hang up, or have an aesthetic appreciation of because of the quality and beauty of the offering. The back-end can then be a membership in an online stock photography club or even

just a collector's club for people who appreciate fine copies of art and photography in their homes.

A Sample Newsletter Front-End Offer

Newsletters aren't as popular as they once were, but even so, there are still times people want to get a free newsletter, such as when the content in the industry is constantly and quickly changing (as in certain trade organizations) or when the information is scarce, very valuable, or hard to come by. Then, people don't mind signing up for a newsletter, particularly if they know they will get discounts in each issue for future products or services that might be available only through you. So, while there are no examples for using newsletters as the front-end offer and only one example using it as the back-end offer, this is how one might go about creating such an offer.

Say you are interested in providing information on market trends for a particular industry, like many trade journals do. You find your audience by the trade you choose: Computers, green movement, construction, anything! For our example, let's suggest you want to sell information on environmental issues and green products because you own an environmental non-profit. You offer people visiting your site a free newsletter on what's coming up in terms of regulations, new standards, how they can save costs on remediation projects, the newest green technology, and more. Then, on the back-end, you offer the same clients a membership into your non-profit where their dollars go towards helping to save the environment. In addition, they get to talk to other "greenies" in a group discussion forum you set up. Or, maybe they get some bumper stickers, wall fold-outs, books, or other types of material

that talk about environmental and green issues. The free newsletter is then appreciated because it isn't just a commercial newsletter trying to market to them, but full of information they care deeply about. The fact that it's tied to a non-profit membership also makes it seem less commercial and more about doing good within the world, which attracts the right audience and customers who are willing to pay to feel good about a cause they support.

A Sample Coaching Front-End Offer

Personal coaching and teleseminars can be a very profitable business. There are areas where you don't even need certifications to proclaim yourself a personal coach. In this day and age of hurried connections, networking with knowledgeable people takes more time than people are willing to give, even though the need for mentorship in personal and business areas is still high. So, that's where personal coaching can yield great dividends for those people who implement this model.

Let's say you once worked in Human Resources and were laid off. Now, you are looking to establish an online business that can make use of some of your skills, but you have no product to offer. Offer yourself! Through coaching others on how to find a job, transition to other careers, present themselves well on interviews, and market themselves at a high level, you can still make use of your skills and start an online personal coaching business.

But, how do you attract all of your new customers? Obviously, you want to locate people who are either in transition from one career to another or who want to change careers. So, you give away free coaching on the front-end to give them a sample of your services

on the back-end, which can include ebooks on changing careers, business etiquette, even networking. You can offer a variety of services and products on the back-end that will sell to this audience, from motivational tapes to more personal coaching. To raise the perceived value of the free offer, you say that you offer this coaching to your private customers at \$240/hr. But, as a free service, you're willing to provide some of the same valuable coaching via DVD for just the price of the shipping and handling.

Then, they will automatically be enrolled in the membership where you offer more teleseminars, coaching materials, or tools. You can even offer free call-in dates for those people who have questions they wish to ask directly, as long as they know they may not connect since it will be on a limited basis and on a first-come/first-served basis.

DIRT CHEAP SETUP OPTIONS

In order to get a product ready to be used for the front-end, there are upfront capital expenses you need to make to develop your freebie. Whether you're thinking of making an ebook or a software product, you will have to either devote the time to creating it or find someone else willing to create the product for you.

Generally, if it is going to take you a significant amount of time to develop your own product, you are better off hiring out that work to someone else. That way, you can concentrate on the development of your site and marketing strategy instead of the product itself.

One thing to remember is that your front-end offer has to have a high-perceived value in order for this marketing strategy to work. It must either be high in volume, quality, or both. It might be scarce or hard to come by too. Either way, to develop a product worthy to be put on your front-end, it will require some time and attention from someone knowledgeable about the niche you are marketing, as well as the format of the offer. And, if you were to hire someone to create an exclusive product for you, it is going to cost you hundreds, if not thousands, of dollars when all is said and done, regardless of whether it's an ebook or a video.

If you are starting out, the upfront development costs for the front-end offer can appear to be an immense obstacle until you realize that you can use PLR, as discussed earlier, to create the front-end offer too. If you understand how to take PLR products, whether they are text-based, videos, or software, and customize them to

your particular niche, then you can create unique and original products at less than \$100 a shot.

Locating Quality PLR On The Web

The Internet has made it particularly easy to find PLR just by logging online. There are various people who sell PLR either as packages or club memberships, as in our last two case studies. There are a number of factors you want to consider when you are looking for PLR on the Web. You want it to be of high quality and you want it to be limited to a certain number of buyers, if possible.

The reason for this is that PLR has a tendency to saturate the Internet if there are no limits placed on it. If someone starts out by selling their PLR package for \$45, along with resell rights, the next person may decide to package it and resell it for \$15. Once the demand drops for that, or the marketer decides they can't sell it at \$15, they may even drop it below \$10. The cost of the PLR that is unlimited ends up in a downward spiral that seems never ending. It loses its value very quickly as the next marketer will have to also compete on price, and as any businessperson knows, that's not the way to become rich. So, there are two qualities you want in the PLR you get: Quality and some limitation on either the way it's resold or on the number of people who can buy it, or both.

Let's look at case study #6 where PLR is sold to only 500 people. On top of that, there is also a limitation placed on how the PLR can be marketed. It has to be customized and modified before it can be resold. Only two PLR products from the site can be used in any single offer. So, there are limitations being placed on how the PLR

is being sold. In other offers, like case study #5 and the video PLR, there are even limitations put on how much a marketer can charge so that there is less chance that the price will spiral downward. You can sell one video set for no less than \$27. You can sell two sets for no less than \$37. You can sell three sets for no less than \$47. Anything more than three sets has to be priced for at least \$95 or more. Keep this in mind as you search for PLR offers on the Internet. Generally, clubs that limit their PLR can help to keep it more valuable than those open-ended offers where you have tens of thousands of people competing on the Web with the same PLR.

To find PLR on the Web, all you have to do is Google it. If you are looking for a specific format, just include that in your search query, like "software PLR" or "software Private Label Rights." Either way, you will soon pull up some places on the Internet selling PLR. Online forums like the Warrior Forum also sell PLR to its members; you can also find different memberships that will offer PLR to their members.

Just be sure to read the terms of use for your PLR so that it fits into your business model. Generally, the more limited the offer and the higher the quality of the original source file, the more likelihood that it will be of high worth to you and your buyers.

Increasing The Value Of Your PLR

As is pointed out, the best way to make your PLR a high value and keep it high in value is to customize it! This is not as hard as it sounds. You can still take your original source file and use it for the basis of your new products by reorganizing the content and cutting and pasting from various PLR products, if the terms allow you to do that.

Some marketers use this strategy to get the best use of the PLR, while not delivering exactly the same product that they bought. They may take 10 different PLR articles with similar topics and combine them into one ebook that they sell in that format. Or, they take an ebook and chop different chapters up into blog posts, articles, or short reports that they either resell or use for their own website. And, this is done quite a bit by marketers, but it eventually can reduce the value of your offerings because they are based on exactly the same copy as many other people's offerings online. Especially on your own website, you get more kudos from Google's search engine ranking from having original content than you do for having content that's been spread all over the Internet. In fact, you can even be penalized for plagiarism if Google sees too much of this activity on your sites.

So, the best way to use PLR is to take it and rebrand it. This means that, the same way you take the strategies developed in this ebook and apply them to your particular business niche is the same creative way you differentiate your PLR from everyone else's.

For instance, say you buy PLR that is talking about what amenities are popular in modern homes to create comfort or utility. You happen to own an interior remodeling company and you know this PLR can be modified to include the idea that one will have to remodel his/her home in order to get these popular amenities. You add links to your website and additional information on other services you sell that can make their home a dream home through remodeling. It will appeal to your customers and might get them involved enough to start envisioning remodeling their own homes. Then, you sell them on the back-end your remodeling club where they can work with architects to develop plans or designers that can help them plan their colors to create their unique home showpiece.

But even topics that seem quite out of the scope of your services can be modified to be used for your particular niche. If you are a small grocer, for instance, and you see PLR that talks about how to care for your pets, how to cook nutritious meals on a budget, or bath and beauty information, you can use that to develop a newsletter on the front-end that is very appealing to your market niche and rebrand all of the articles into the same theme of "Saving Money On All Of Your Household Needs." Then, you modify each article to show how the wise choice of different products at your store can save money on the household budget. The back-end product can then be a membership in a bulk-buying program that saves them money by ordering ahead on a monthly basis online to be picked up at the store when it's convenient for them. That way, you are making money on the membership and also enticing people

to order ahead of time, helping you to make sales before the month even starts.

Some PLR Warnings

If you start using PLR, you will still have some work to do to create a quality, original product. You want to edit the PLR to make sure there is correct punctuation, spelling, and grammar usage within the text. You want to create layouts that are friendly to the eye, especially if it is an infoproduct. You may even want to add your own images to give the product a bit of zing! If you are careful to use the PLR as a backbone for hanging the flesh of your own original work, then it works very well.

However, if you want to take PLR exactly as it is, without editing or proofreading it, and then simply repeat massive chunks of it for your products, it will most undoubtedly look like someone else's product when it's finished. It will also reflect poor workmanship and eventually reflect on your own credibility. So, the little extra work you have to put in to make the PLR tidy and original is well-worth it to make sure that your customers don't get disgusted with obvious knock-offs and/or poor quality material that they know they can get cheaper elsewhere.

REGULAR PAYCHECKS

We've discussed in detail some of the front-end offers that you can use, such as CDs and DVDs. Many of the same formats can be used on the back-end; however, the key to a successful recurring back-end side is a monthly subscription to either your products or services.

Generally, the word "subscription" is not used as much as "membership" is. People prefer to be "members" rather than "subscribers" and one seems more voluntary and valued than the other. In addition, the average online consumer has become much more sophisticated and is wary of recurring offers, so the word "subscription" can be a triggering word, in some cases. However, if you offer someone a valuable membership to an elite club where only specific people get your products and services, it ramps up the back-end offer as being an elite proposition that is a bonus, not an obligation.

Back-End Recurring Offers

Let's take another look at our case studies to see the recurring back-end offers more closely. You can use the same types of products and services as they use to develop your own back-end offer that supports your business objectives.

Case Study #1 Back-End Offer

The back-end offer was included as part of the bonuses for having claimed the free DVD. It consists of: A 30-day free trial to the dot-com membership underground site. In essence, the trial

membership gives them a newsletter every month. So, the front-end was the DVD, but the back-end was the newsletter. In this way, you don't even have to develop a product; just offer information in the form of a newsletter. You don't even have to ship it, as it can be emailed to them.

Case Study #2 Back-End Offer

Here, the back-end is "One month FREE Access" to a membership. Again, even though the person is signed up for a recurring subscription, the offer is not stated as such. It's one-month FREE access to the program where they get interviews on CDs or DVDs and a newsletter.

Case Study #3 Back-End Offer

This offer is using software for its front-end that is available to view by signing up. The fact that the offer is targeted to an audience looking for software makes it ideal for a software CD club. They tell you they will get a CD package mailed each month with the latest teleseminar too. So, it really does sound like a bonus, and it would appeal to people who got the free software to start with. The beauty of sending a CD in the mail is that it doesn't cost that much and it's difficult to return - it will take time and effort from the person who receives it. Most people won't bother to return it or cancel their subscription. In fact, they may continue to collect the CDs indefinitely thinking they will have a use for them someday. So, CD clubs are a very effective way of keeping a large membership and sales on the back-end.

Case Study #4 Back-End Offer

This one offers a free enrollment to the "Marketing Dirt Program," even though what that consists of is vague. You also can develop

customer programs and give them a free enrollment that is charged to their credit card each month until they cancel.

Case Study #5 Back-End Offer

This offers a 30-day free trial to an archive of PLR videos. Once you click that button, you'll find that after the trial is over that your credit card is automatically charged for up to a period of one year or three years, depending on the payment option you chose. The back-end offer consists of actual DVDs that are either mailed or downloaded from online archives. Either way, if you are into video and can make them easily, you can provide similar archives of entertaining, informational DVDs for your back-end offer too. They can even be used to deliver courses.

Case Study #6 Back-End Offer

In this offer, the marketer promises to deliver a free new PLR ebook each month, 25 new PLR articles, plus many more bonuses for being a part of the limited membership of 500 people. The nice thing about the different formats is that they are all virtual information products that can be uploaded to an archive online and then made available new each month. So, you don't necessarily have to incur shipping and handling costs with your recurring back-end products or services if they are informational or digital in nature.

Case Study # 7 Back-End Offer

This offer gives out training as well as blog posts and comments to its members in the limited back-end offer. So, even though it's a membership they are offering, they have carefully described everything they get as part of this membership, accentuating the goodies rather than the subscription.

You should try to do the same when you develop your own back-end offer. Make sure to be as detailed as you can about the many benefits and goodies you are giving on the back-end, avoiding the word "subscription," if possible. Use concepts like "free access, free enrollment, free trial" to get that idea across without triggering any resistance to the idea of signing up for a recurring back-end offer.

Also, be very, very detailed about what they are getting and make sure to provide that information in a long list. You can highlight each element of the offer in that list and then go on to very accurately describe each piece of the back-end offer so that the customer understands the value and benefit to him/her. So, even if you are only sending them a wall fold-out, be sure to talk about what's on it, the quality, and how it can best benefit someone who gets this offer. The more you ramp it up, the bigger and more generous your offer will appear and the perceived value of it will skyrocket in the mind of the potential customer.

Avoid detailing the actual cost of the membership until either a decision to buy has been made or the entire sales page has been read. Some marketers prefer to include the information in an area of the page that is more likely to be skipped, where there is no list, no emphasis, and no highlighting. Some even put it on a separate page. You do have to include this information somewhere, but sell the benefits more than the cost in the actual sales copy.

MAXIMIZING REVENUE

Since you are marketing online, the biggest danger you have is that you finally get a buyer's attention by having them visit your site, but before they make the decision to buy, they decide to check out other online offers. They're on the Internet, right? Well, most people on the Internet are very savvy. They know that by typing in a few words into a search engine, they can come up with a multitude of competing products or services, some maybe at a better price. That's right, you are competing against the entire world when you're on the Internet!

So, what can you do to get that buyer to make up his/her mind before he/she has had the chance to even think about comparing your offer to someone else's? You have to create a sense of urgency in his/her mind that the offer may not be there the next time he/she comes back to visit. You can do this with limited-time offers, but to add a bigger impact to the psyche, you can tell them it is also a "One-Time Offer."

What Does It Mean To Be A One-Time Offer?

Have you ever gone to a business closeout sale only to see the same store and sale the following year? That's not a one-time offer. The sense of urgency may have been created, but it was truly not a once in a lifetime opportunity. If you are going to offer your customers any one-time offers, you have to stick to your word. That means the offer gets taken down when it reaches the sales

goal, for instance 500 customers, and it never gets put up again. That's it, it's done.

If you decide to try the offer again or extend the time or the conditions of the offer, the first thing that will pop into your customer's heads is that you have no integrity. Once your reputation is questioned, no one will believe it the next time you decide to advertise a "One-Time Offer." So, this strategy requires that you stick to your word. When customer number 501 emails you that they simply had to have it and had a family member die and they had to go out of town, or whatever, the answer has to be "no." A "one-time offer" is exactly that, and changing the rules for anyone is like shooting yourself in the foot.

Where Can I Use This Strategy?

This is an excellent strategy to use on the sales page, but that's not the only place where it is effective. It works to increase the chances of your customer making the decision to buy right then and there without comparing your offer to anyone else's. There just is no time for that! They may miss out otherwise.

If you are using this strategy on the sales page, be sure to advertise it loudly. Don't be wimpy about it and stick to your guns. You're going to be tempted to bend the rules, but really, don't do it. It's not worth the lack of credibility you'll get from bending them.

Other places you can use this strategy are as follows:

The order page

Many Internet marketers miss this opportunity to up-sell a person with a one-time offer. Whether you are marketing the back-end or front-end offer and want to give them an even BIGGER deal at the order form if they order right that instant or if you sold them a product and have them at checkout, you can make a lot more money this way. You just have to tell them of a better value package with more bonuses or a higher-quality, higher-priced, product that has more features available versus the one they currently have on their order form and offer it as a limited-time discount.

The thank you page

Here's another great place to offer an OTO or limited-time offer. They've already got their credit card out and are satisfied with one of their purchases, so now you can offer them a look at some of your other limited-time or OTO offers that are winding down.

Ways To Emphasize The Limited Offer

If you look closely at all the case studies that we inserted into this ebook for you, you will notice that they have very clearly given the idea of scarcity or limitation by indicating that the offer is either limited to a set number of customers or it is going to be pulled very quickly once some condition is met.

They emphasize scarcity by putting up the number of people who can claim the offer in big bold letters, either red or black. For instance, the offer is limited to 500 people. That's put up at the

very top; then later, they will say that the offer is being claimed quickly and is only available to ~~500~~, ~~302~~, ~~97~~, 25 more people! The use of the strike-through is great for indicating a rapidly depleting resource. It's got a visual and psychological impact that triggers the idea that someone is about to lose out, namely the visitor that doesn't act fast enough to claim the free front-end offer!

So, go back and take a look at each of the screen shots provided and then visit the websites to see how each marketer has emphasized the limited nature of the offer. You will see they all use similar techniques and some even used the exact same web template for different offers. You can do the same too when creating your website. You get one sales page template and use it to create the right psychological environment to help people make the decision to take you up on your front-end offer. In the next chapter, we'll discuss a little more about the psychology of scarcity and how to trigger it specifically to trigger a sense of urgency and excitement for your products and services.

THE CLOSE

In order to have a successful front end offer, you have to create a sense of urgency by limiting the offer. We've already discussed several ways of doing this: The limited offer, limiting the time, one-time offer, and exclusivity. All of these strategies give the reader who drops by your sales page the idea that the offer is valuable because it may not be available in the future. That's because you are going to "close the doors" after certain conditions are met, whether it's a specific period of time the offer is available, the amount of people who can purchase, or that they'll only see this offer "one time."

Think of your sales page as the invitation to an exclusive event. You only have so many seats available for the crowd you wish to entertain. You are going to sell those seats only until tickets run out. You may briefly have special tickets on sale at a huge discount to special members too. There may or may not be any tickets available at the door, so if you don't buy early, you risk not getting in. If enough excitement and curiosity are built up for your event, people will want to get those tickets before they run out. They don't want to be the ones standing at the ticket being told the show is sold out. That's the kind of mentality you want to evoke when you put your sales page up and you do that through evoking a sense of scarcity for your "tickets."

Strategies Prior To Closing Doors

Let's briefly review the strategies in terms of scarcity to make sure you understand how to use them correctly.

Limiting Offers

Seek to limit the quantity available for your offer. If you leave it open-ended, you typically end up selling less than if you determined a set number of "seats" available for your offer. This is then advertised boldly throughout the offer, even using strike-through fonts to indicate that the seats are filling up fast.

Limited-Time Offers

You can suggest that the offer is limited to a specific time or will be withdrawn after a specific condition is met, like the seats being sold out. There are no "second chances" with this offer and that it is completely first come/first served. It can be harder to implement this online if you have people revisiting the site and seeing the same number of days being used to suggest a limited offer. There are ways to do this without being too specific about the day, as in case study #1.

Limited Access/Exclusivity

Another great way to set the stage to emphasize the "closing the doors" event is to allow people a free peek at the show without giving them unlimited access. That will show how exclusive and special your offer is while making your customers even more interested in signing up. This works well with software and

memberships where there is quite a bit of activity and excitement already established. That way, peer pressure can make these people want to become a part of a thriving and exciting group.

Using The Psychology Of Scarcity

Now, consider people's risk tolerance when something is scarce in supply. Most people would rather make a mistake in purchasing something they don't need rather than get caught later without something they desperately wanted. Without the element or idea of scarcity introduced into your sales copy, you will see people's reactions change to a much less immediate reaction. That's because the trigger of scarcity is essential for manifesting an "act or lose out" response.

The same is not true if some product or service is perceived to be in great supply or available readily. There is little risk to not purchasing something when you know you can get it elsewhere or at some other time very easily. There is no "act now or lose out" response; instead, the reaction tends to be more rational and less emotional.

So, when you add the element of scarcity, you are tying into an emotional trigger that harks back to the times when people were at the mercy of nature. They had to hunt in times when there was plenty and take advantage of anything that came their way when it came because the scarcity of the food supply could mean that they would starve when animals were no longer available in the winter months as readily as they had been in the summer months. The risk of hunting something and preserving it for later use was far

lower than not taking advantage of the windfall and having nothing when times got tough and meat was scarce.

It's that basic instinct that you trigger when you emphasize that something is scarce or limited and it's a very human response. The more you can emphasize this quality, the more the reader of your copy feels a sense of urgency to make a decision NOW. And that's exactly what you want. You want to trigger an emotional response that has them claiming the free front-end before they have a chance to mosey to a similar site with a different offer. And the way you do that is through scarcity.

The Grand Finale

In order to really impact the psyche of the people who may be following your offers, you want to stick to the terms of your sales offer. If you've limited the terms of the sale to 500 people, then after the last member signs up, pull the offer. This can be really hard to do if you have automated the sales process and you are offering online products, but try to stay as close to the terms as possible. In some checkout processes, you can define your inventory so that you won't go over 500 sales, but in others, you may find that process far more difficult. The point is to make sure you do pull the offer as quickly as you meet the conditions that you've set.

The reason for that is to establish credibility and to raise the urgency for any other offers you structure this way. If you don't follow your own rules, people won't believe you the next time you set out another limited-time offer because you didn't close the

doors when you said you would. They will even try to bargain with you if they see that you've done it for others in the past. Avoid that entire mess just by sticking to your agreement and pulling the offer when it's done. It doesn't mean you can't offer some other deal later to increase membership, but that particular offer should never be seen again once it's done.

If you want to set the stage for other offers, you can leave the domain name up and announce the closing of the offer with some way to contact you to be put on an email list for notices of special sales or add some links to your open discussion forums (non-membership) or even other websites with other offers. There's no reason you can't cross-sell someone who may have taken too long to think through your original offer and missed out on it. They will be even more determined not to miss a great deal the next time they see it.

Other marketers simply close the doors by pulling the page completely. Either way you do it, you will have effectively emphasized the psychology of scarcity, creating great demand for many of your future offers too.

MANAGEMENT

In order to really make a business out of the front-end offers, you want to have some system in place to offer these at different intervals and for different website niches. That way, if one doesn't take off as you'd like, you will still have four or five more on the burner cooking away. However, you don't want to bombard your customers with these types of offers because it dilutes the effectiveness of the strategy. If your customers come to expect a new offer every other week or month, they won't get a sense of urgency for any one offer, defeating the main trigger you want to use to get them to buy on your time table, not their own.

Reasons You Want Multiple Enrollments Too

Aside from getting as much profit from your customers as you can get, there are other reasons you will want to create new offers, sometimes even for the same club membership.

You may not have gathered enough members through an offer to make the community vibrant and attractive to other potential members,

You may have lost members who canceled their membership,
You may have a number of members who don't cancel, but don't contribute to the forums and make the membership less attractive to others,

You want to expand the number of seats available.

There are a number of different reasons from attrition to expansion that can influence your decision to put up a new offer. There's nothing that says you can't create a new offer, but try to make it significantly different than any previous offers for that membership and try to reward those members that remain loyal to you so they don't feel cheated.

Rewarding Loyalty

The tendency for Internet marketers is to consistently find new customers to fill up the vacancies that old customers create when they leave. While that's certainly an important goal, they sometimes fail to reward the customers who are loyal to their member's club and can even insult them by putting up an offer that is better than the one they got when they joined. If they find out about it, they may decide that they might look elsewhere to see what they can get. So, while you are providing new deals for new customers, try to make those same benefits available to those that got in on the ground floor.

Some marketing strategies to reward loyalty can be:

Ground Floor Pricing

You may decide to start by populating your club with a ground floor pricing that will be less than any offer subsequently. That way, people know that if they don't sign up then and there, the price will go up in the future. Do this only if you know your offer is priced competitively and will attract significant attention.

Special Discounts

You can continue to cultivate a good relationship with your current members by offering them special discounts.

Graduated Member Benefits

Maybe you give rewards to people who buy over a certain level a month or who reach some other milestone. You can then give them some recognition and thank them for being loyal customers by giving them even more goodies than the other members get.

Whatever you can do to recognize and reward your loyal customers will come back to you in terms of future sales. It is really much harder to find new customers than it is to cultivate the existing customer base that you have; hopefully, you will also be offering them multiple product promotions above that of the base membership.

ALL ABOUT TRAFFIC

There are some specific techniques you can use to drive traffic to your sales page to get the largest number of eyeballs possible. After all, what good does it do if you have a red-hot fire sale going on and no one is noticing? In addition, you have to realize that on the World Wide Web, you are competing with the entire world for those eyeballs. So, you want to increase the chances that someone will come to your page when they might be interested in buying your offer.

Demographics Of Your Traffic

So, it's not just any traffic that you want. You want traffic that is the core demographic of the ideal sales prospect to come to your door. You don't want to be promoting a free dog-training video and attract people who hate pets. Or, you don't want to be so haphazard in attracting traffic that 25% are in your sales demographics and the rest aren't. So, it's not just a matter of attracting traffic, but attracting the right traffic. For that, you need to be aware of who would make an ideal sales prospect, who would be the people most likely to be interested in and to buy your products? This is the traffic that you want to target.

If you don't know what demographic you are targeting, go to a competitor's offer and see if you can tell who they've targeted their offer to. Sometimes you can tell by going to www.quantacast.com and typing in their URL and pulling up the demographic there. If the sales offer itself isn't listed as a URL in their database, find a

competitor's product on a website that has a larger audience and then plug that in. It will tell you the age range, the gender, ethnicity, and even income level of the people who are visiting those pages. That's a great way to know exactly who you are targeting.

Visit Places These People Visit

Next, you are going to visit the same blogs, forums, websites, and online venues that these people are likely to visit. Blogs make ideal ways to find specific, targeted audiences because blogs exploit particular topics and niches. So, look up blogs at Technorati.com that are popular, within your niche, and attract the demographic you are also interested in attracting. Then, visit those blogs and leave a thoughtful comment about what they are discussing. If you don't try to make a thoughtful and original comment, but just post a URL link to the sales page and a "Nice job!" type of comment, you'll get dumped into the spam filter. So, try to contribute to the conversation and then add your URL to the sales page you are promoting as an item of interest to the readers. If you find you are being blocked by spam filters, you can also set up your own blog and promote your sales page there. When you add comments to other blogs, always include your blog URL as your website (which is asked for in the comments). This will automatically come up and be available to the demographic that you are trying to attract.

Discussion forums are a great place to find people; you would use the same tactic of contributing posts or comments and then using a signature line that includes promotion of your sales page. Be sure to make it sound less commercial and more personally intriguing.

Some people even add incentives for clicking on the links in their signatures, which will be put in all their posts and comments. You can say, "Check out my FREE ebook here." You can get quite a bit of traffic this way.

Attracting Targeted Search Engine Traffic

The science of attracting search engine traffic is a lengthy one. We can go over some of the basic tools and concepts, but if this is an area of interest, you should take the time to get a book on the subject to help you learn this in-depth. For now, we are just going to go over some basic ways to attract search engine traffic through Google, the most popular search engine out there.

Google.com uses an advertising platform called Google AdWords. Advertisers sign up and offer to pay publishers a set amount if a customer clicks on their ad and comes back to visit them from another website. This is called pay-per-click. Typically, ads are associated with keywords that will tell the Google search engine what a particular page is about. When someone signs up as a publisher with the Google AdSense program (the partner program for publishers), what happens is that they insert some code into their web pages that tells Google to serve up some ads to that page. But, how does it determine what ads to serve up? Google scans the page, looks for keywords, and then uses the most significant topic to serve up ads related to that topic.

That's great if your topic happens to pay out well and has few competitors, but odds are your copy, if not optimized for particular keywords, will always end up with ads that have a poor payout

because they are not high in demand with advertisers or web surfers. So, you want to try to optimize your pages to include keywords that are high-paying, have a high search volume, and have fewer competitors.

The Google Keyword Tool

Luckily, the way to figure that out is given for free by using the Google Keyword Tool located at: <https://ads.google.com/home/tools/keyword-planner/> Here, you can drop in a keyword or keyword phrase and find out whether it has a lot of competition or a high search volume. If you use the drop-down list that is titled "Show/hide columns," you can even ask to see the estimated CPC value for the keywords in the results list.

The way to use this tool is to start off by brainstorming a few keywords or phrases. From the resulting list, see which meet the criteria of high search volume, less advertiser competition, and high CPC payout. Use these to discover which keywords would attract more attention and make a list. Then, you want to go back to your sales page and include them in some of your copy.

In general, you don't want to overuse keywords as Google can penalize you. You want just enough to attract attention from the major search engines without penalizing you for stuffing too many keywords into your copy. Just remember that some areas are weighted very well for keywords and others are not. Here are some places that using keywords will attract more attention:

Your Domain Name

Looking to target a specific keyword? Try to grab a domain name

with that in it. It will be weighted heavily by the search engine and provide you with the opportunity to potentially fall on the first page of results when someone looks up a phrase with your keyword in the Google query form. Your domain name is the most important element to consider when you are trying to attract traffic. The easier it is to remember, the more search-engine friendly it is and the better success you will have with your ad.

Your Title

The first part of your sales page will be your title and you want it to grab as much attention as possible, not just from the person who visits, but from the search engine as well.

Subheadings

Any other areas in your heading that are bolded or emphasized can dramatically increase the weighting of that keyword. Try to sprinkle the keyword in your headings and subheadings, but don't use them on each one.